



July 28, 1993

G.B. BROWN
Division Sales Manager

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TO: All Coupon Specialists

RE: Permanent Counter Display Guidelines

Ladies and Gentlemen:

Attached are your permanent counter displays for the Third Quarter.

Please ensure that these guidelines are followed in all of your calls.

If you have any questions, please contact me.

Sincerely,

A handwritten signature in cursive script that reads "Juan".
J. C. Del Valle

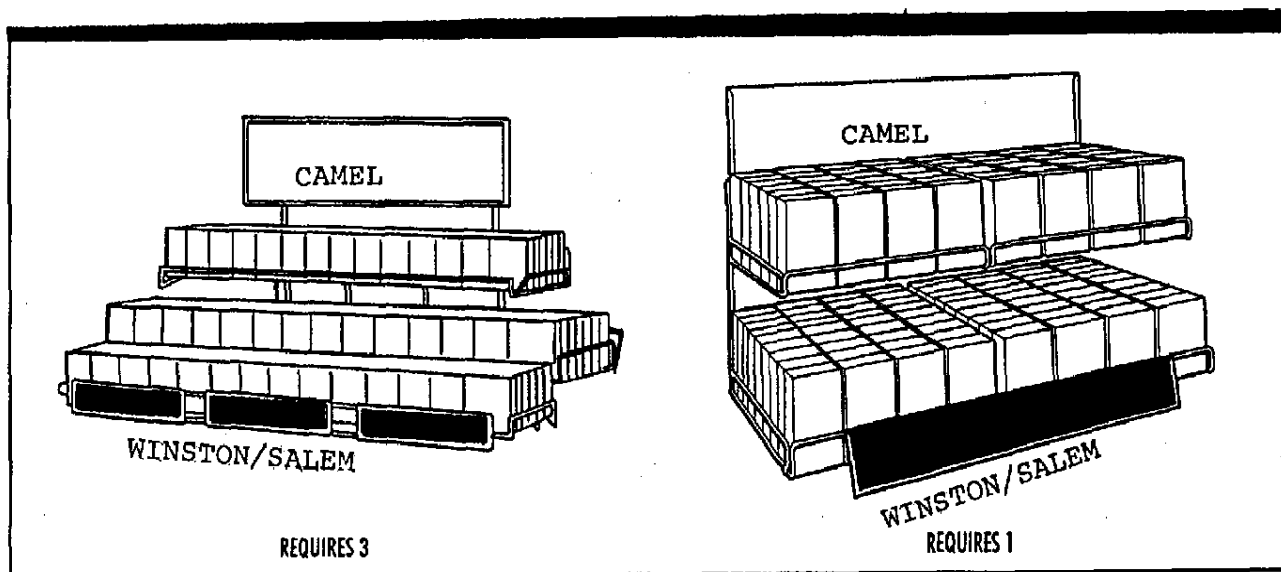
JCD:ms
Enclosure

M-4

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"We work for smokers."

PCD LOADS FOR 3RD QUARTER



2

THREE LEVEL PCD

TOP LEVEL: CAMEL SP. LT. BOX
CAMEL SP. LT. BOX 100

SECOND LEVEL: WINSTON KING
WINSTON LT. KING

THIRD LEVEL: SALEM GOLD
SALEM KING

TWO LEVEL PCD

TOP LEVEL: CAMEL SP. LT. BOX
CAMEL SP. LT. BOX 100

SECOND LEVEL: WINSTON KING
WINSTON LT. KING
SALEM GOLD
SALEM KING

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